From Europe to

Author of The Virginian Will Write International Story to Promote U. S. and French Friendship

Savs Foreign Prices Drop

For Tribute to 'Unknown Soldier'; 'Y' Workers Say YanksOpposeComingHome

Wister Returns "Keep Husband Guessing" Is Sure-Fire Rule to Hold Him In Asbury Park

Prepare Novel Let Him Cuss, Don't Hunt His Collar Button, and, Above All, Make Him Think He Is It, Annual Contest This Year Is New Century Woman's Guild Recipe

Ship PHILADELPHIA, Aug. 21.—If a woman an capture a husband there is no reason why she should not be able to keep him, was the sage decision here to-day of the New Century Guild, a woman's organization, after a solemn debate on how to handle the masculine half of the species.

Men came in for caustic criticism in the course of the discussion, one exponent of woman's rights declaring that "men try to make women think they are doing them a great honor in novel of not keep themselves looking up to par, always sweet and dainty and ready to be kissed, no matter how much they are a battered about, they will soon be exponent of the following principles were generally accepted as almost "sure from the founded by J. A. Bradley and the firm of the species.

"Don't be shocked if friend husband emits an occasional damn; it doesn't ments an occasional damn; it do

Park Gate Kills Boy

1,000 Babies Parade Aug. 31

Will Be Part of Golden Jubilee Fete at Resort

Fire Sand Barrage To Rescue Pretzel Man From Police Coney Mob of Bathers Al-

most Saves Peddler, 80, Before Reserves Arrive: 2 Arrested, 9 Sumoned

ADVERTISEMENT

Ends Life With Bullet

Three Held as Car Rowdies Arrests Made After Women and Children Suffer Violence

Twenty-five or thirty men who got on

that time had been quieted by train

Two wonderful Teas— GOLD LABEL

The Red Label quality in popular demand is unsurpassed by any tea but the rare GOLD LABEL BLEND. The world yields only a limited quantity of GOLD LABEL quality and it sells for \$1.00 the pound.

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Manufacturers Should Not Regard The Chicago Market as Either Too Easy or Too Hard.

Every manufacturer with national aspirations quite naturally looks to The Chicago Market, because it is the most important market in America, and Chicago proper is now the fourth largest city in the world.

But many manufacturers stay out of it because they have heard that it is a hard market to conquer, and others rush in and pepper at it a little bit without accomplishing much, largely because, with so many people, they think it must be an easy market to conquer.

Now Chicago is neither a hard market nor an easy one. It is a perfectly normal market, and certainly not a costly one, considering its size.

The trouble with those manufacturers who thought it was too hard, as well as with those who thought it too easy, has been in confusing the idea of the "Chicago Market" proper with the socalled "Chicago Territory."

The Chicago Market proper, which is Chicago itself, has a population of three million people living shoulder to shoulder within a radius of forty miles. The Chicago Territory, which is the market of the five central states surrounding Chicago and influenced by Chicago, has a population of sixteen million people within a radius of four hundred miles.

But The Chicago Market and The Chicago Territory have been pictured to the manufacturer as one and the same thing, which he must put over at one and the same time. He has been told that this or that far-flung circulation, going everywhere, but in reality getting nowhere, would do the work.

But it can't be done that way.

The Chicago Market proper and The Chicago Territory are two quite separate things. The Chicago Territory is influenced strongly by The Chicago Market, but The Chicago Market is not influenced greatly by The Chicago Territory.

So you can't sell "The Chicago Territory"that is, the hundreds of cities and towns in the

five states surrounding Chicago until you have actually sold The Chicago Market itself. Every live merchant outside of Chicago knows just what every dealer in Chicago is doing with every national product on his shelves. And the thirteen million people surrounding Chicago like to buy, and are influenced in buying, what Chicago buys.

But when you do sell The Chicago Market, when you find that you not only have complete distribution but popular demand at this center of influence, you will discover to your amazement that the cities and towns surrounding Chicago are already more than half sold before you get there.

Therefore, don't hesitate about your invasion of Chicago and the middle west. Come when you are ready. Take Chicago first and hunt up the medium in Chicago that all of the merchants in Chicago rely upon.

Don't worry about these far-flung circulations, spattering a hundred surrounding cities like a load of birdshot. Just come to the medium that covers Chicago and all of Chicago and nothing else.

That medium is THE CHICAGO DAILY NEWS.

Four hundred thousand daily circulation, six days in the week, reaching seven out of nine of all the English speaking people in the fourth largest city in the world, and 94% of its entire circulation of 400,000 concentrated within a radius of forty miles of Chicago's city hall.

Every successful merchant in Chicago uses it, and wouldn't think of not using it. He may go into this or that other medium as subsidiary, but he knows that his daily bread is assured by his daily advertising in THE CHICAGO DAILY NEWS.

Remember-The Chicago Market first-and thoroughly. And after that, the widespread Chicago Territory is already well in hand and easily developed to the full.

B. Altman & Co.

MADISON AVENUE-FIFTH AVENUE, NEW YORK

Thirty=fourth Street

Thirty-fifth Street

For to-day (Monday)

10,000 Yards of All-silk Crepe de Chine

(choice heavy quality; 40 inches wide)

in forty of the shades in demand for the Autumn season, including flesh-tone and the new French orchid; as well as white and black

at the extraordinarily low price of \$1.95 per yard

(Department on First Floor)

An Extraordinary Sale of 50-inch All-silk Drapery Taffeta at \$3.15 per yard

(Decorative Fabrics section, Fourth Floor)